IN THE ABSTRACT

An internet telephony system (ITS) comprising a browser display having a hyperlink, ~~said hyperlink~~ communicating with a server, retrieving a user's preferences, and initiating a voice communication with the user, through a communications channel defined by the user preferences. ~~Also provided is an~~ An ITS ~~Internet telephony system~~ comprising a client system having an Internet browser, and a server hosting a Web site, wherein a message is transmitted from the server to the client system based on the user's status with respect to Web site, the user seeking to establish a voice communication session. A telephony server, comprising an application program communicating directly with telephony hardware, and an application programming interface, wherein said application program includes ~~as one of its is application programming interface functions~~ a call function to an external program. An (ITS) ~~Internet telephone system~~, comprising a browser display having a hyperlink, said hyperlink communicating with a server, retrieving a user-related data, and initiating a voice communication with the user, wherein the user is charged for the communication.

- 2 -